



Upping Your Game

Making integrated marketing campaigns work harder for your small business clients.

Constant Contact® 



How to up your game and make your integrated marketing campaign work harder for your small business clients.

According to a study from the Harvard Business review, the average consumer goes through six channels before they make a purchase decision. Six! Today's consumers are savvy, smart and empowered. You and your small business clients know that a multi-channel approach is a must to reach them, but how do you make your campaign work smarter and harder? The answer: integration. Messaging, design, and strategy all working together to reinforce each other and improve results.

We can help you unleash the power of integration.

But let's face it, when we think of integration, it's easy to feel overwhelmed. The challenge of delivering cross-media creative in an ever-changing technological world can feel daunting. That's why this ebook arms you with the insight you need to build better integrated campaigns for your clients. With useful checklists, thoughtful questions, and everyday knowhow, we'll make it easier for you to create powerful, efficient campaigns. Campaigns that help save you money on your bottom line and generate better results for your clients. After all, results for your clients also means more repeat business for you.

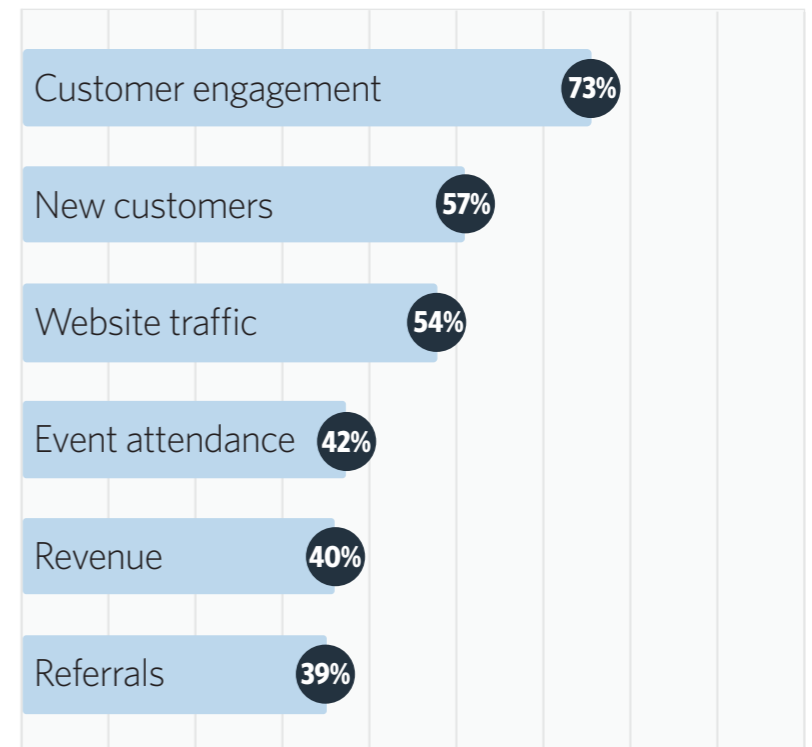


Why Integration?

THE VALUE OF INTEGRATION

82% of small businesses & nonprofits have adopted multi-channel marketing programs

73% indicated having success, citing the following gains:



Source: Constant Contact

No silos. All communications across all channels work together to drive results.

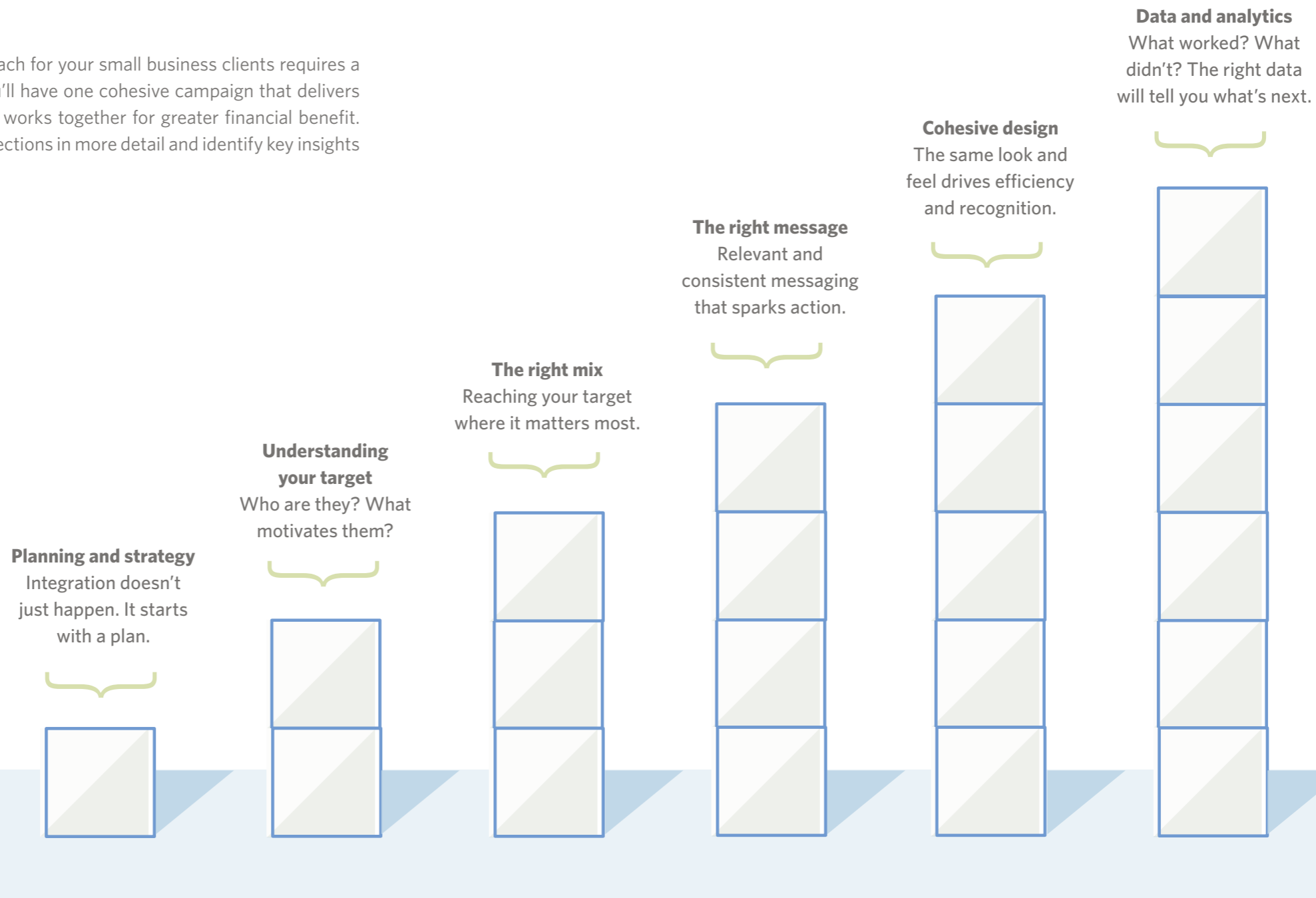
What does integration look like?



The building blocks of an integrated marketing campaign.

What does integration look like?

Creating a holistic campaign approach for your small business clients requires a few essential steps. In the end, you'll have one cohesive campaign that delivers a clear message to customers and works together for greater financial benefit. Next, we will look at each of these sections in more detail and identify key insights that can help.



Integration starts at the beginning.

Integration Insights: Planning and Strategy

Now that we know what integration looks like. How do we get there? We've all had clients who have a nice website, but maybe had a freelance designer create their brochure because they needed it right away, and then suddenly had a trade show opportunity pop up so they had another designer create signage. The result? Various looks. Inconsistent messaging. And more money spent than if the client had planned better from the start to look at their needs as a whole.

Your job. Create integration from the start.

You need a plan of action that delivers a high-level campaign that can be easily used offline and online. From web, to brochures, to whatever comes next. How do you get there? A good plan starts with asking the following questions:

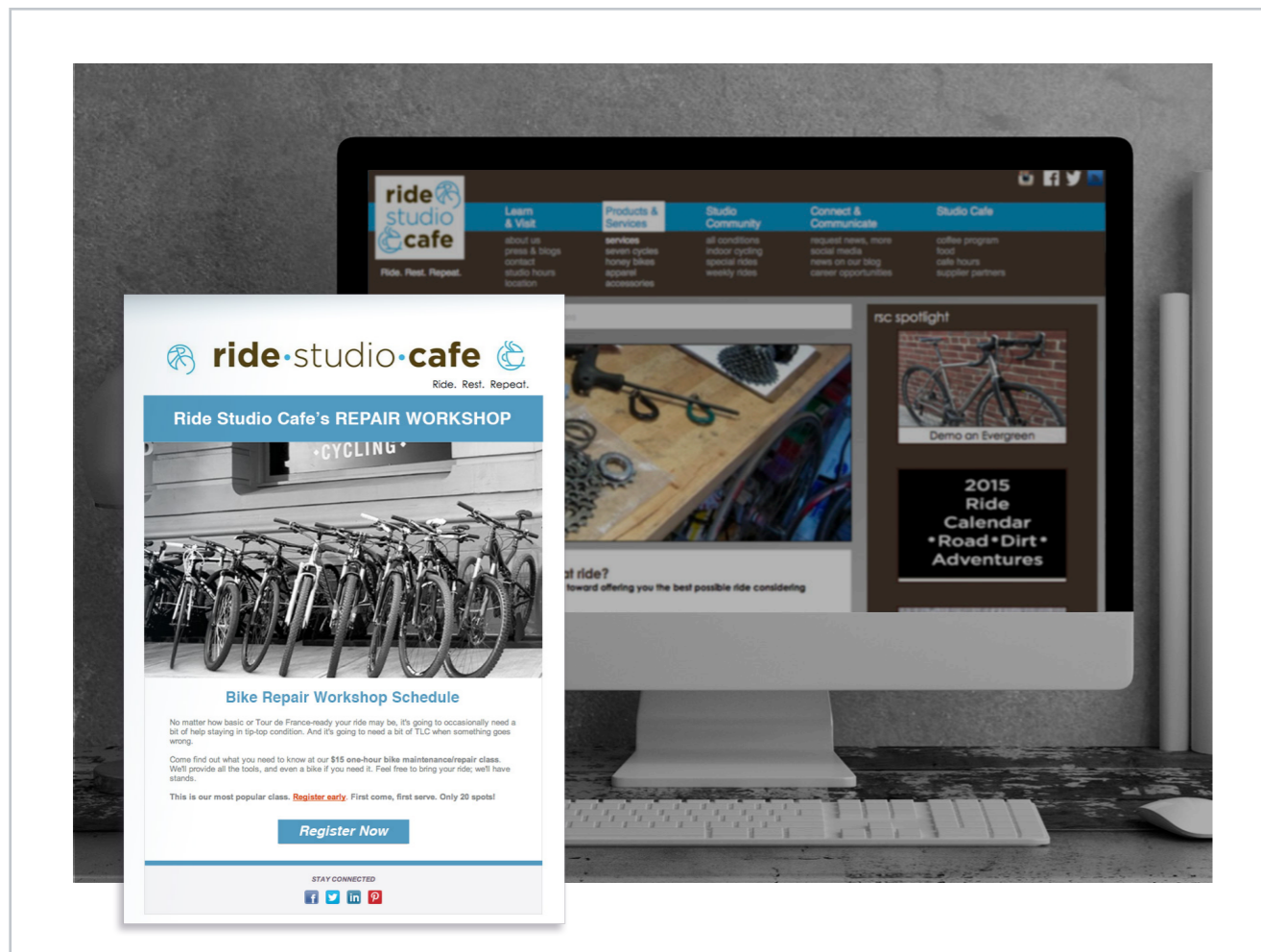
What are your business goals?	Understanding your client's overall business and objectives is the first step to any campaign. Are they looking to grow their business by x%? Are they looking to increase their average client size? What are their business (not necessarily just marketing) goals? This will help you build the best campaign to meet their overall goals and create long term clients.
Who is your target audience?	Demographic? Geographic? Vertical? Psychographic (attitudes, interests and behaviors)? You need to dig deep to develop key messages and to identify the best communication channels to reach them.
What is going on in the market?	What's going on in the marketplace? Trends? Pain points? Market share?
What are your goals for the campaign?	What is your client's desired outcome? Increase awareness? Leads? You may need to offer guidance to help your client be specific.
What is the campaign strategy?	How are you going to achieve your client's goals? What channels will attract your target audience (online vs. offline)? Digital, print, email, direct mail or social tactics?

What is the right communication mix?	Where is the right place to reach the target? How can you keep reaching the target and nurture the lead?
What is the schedule?	What are the first immediate needs for their business? Website? Collateral? How do you get their efficiently? What's the timeline?
How much is the budget?	What are the limitations? Where can you save money and gain efficiencies? Should the scope tighten?
How are you going to implement?	Creation should be strategic. What deliverable should you start with? How can you be efficient with design and messaging rollout?
What key data are you monitoring?	How are you going to measure success? Email open rates? Web lead conversion? Opt-ins? Click through rates?
Where should you make adjustments?	How is the campaign doing? Do you need to change the call to action? What's working and what's not?

Integration starts at the beginning.

But my client already has a website and...

We all know clients sometimes come with already created assets. It's not always feasible to create everything from scratch. But the impact of your cross-channel campaign depends on a cohesive look and feel. Your job then is to sell in the power of integration and look for ways to unify their brand. A design facelift can bring disparate pieces together and help reinforce an already existing campaign.



Integration Insights: Planning and Strategy

AGENCIES IN ACTION. A REAL CLIENT STORY.

The challenge

While working for a small Philadelphia agency, our client came to us and didn't want to change their logo or website. They wanted to gain market share but felt like their old look was making them look like a small player.

Our solution

We created a new design that worked with their current logo. We created new rotating design headers at the top of their website that worked with their existing website layout but brought together our new look and benefit language. We used this same look and messaging and applied it to their tradeshow and collateral. Once they began getting positive feedback from their sales team and customers, they came back to us to for more work.

- Julee Balko, Creative Director

Understanding today's audience when today's audience understands more than ever.

Integration Insights: Target Audiences

WANT TO BUILD A RELATIONSHIP WITH YOUR AUDIENCE?

You need to get to know your client's audience. Calls or interviews with their key audience members are a great way to get a representative sample of what they may be thinking. This is an essential time to understand pain points, gauge benefits, and try to clarify what will appeal to them so you can build your strategy around it. Here is a checklist of key questions you should be asking:

DEMOGRAPHICS?

Age? Gender? Education and Occupational Level?

LIKES? Attitudes? Values?

HOW DO THEY MAKE DECISIONS?

Where are they influenced?
Who influences them?

PAIN POINTS? Dislikes? How can your client's business or product overcome them?

BENEFITS? How will you help the audience? Make their life easier? What would motivate them to use it?

COMPETITION?

Do they currently use a similar product or service?

WHAT ACTION WOULD YOU LIKE YOUR TARGET TO TAKE?

Change? Buy? Refer?

WHAT MEDIA DO THEY USE?

Trust? How can you best reach them?

A key part of your strategy is understanding your client's target audience. Who are they? What motivates them? This requires deeper probing than ever before. That's because today's target audiences expect more from the businesses who market to them. Consumers are not passive, they are active decision makers. Reaching them, communicating with them and inspiring them to take action requires more advanced engagement techniques.

Today's Key Consumer Traits:

Connected: Phones. Computers. Tablets. They are constantly on the go and use multiple devices to stay connected to the world and each other.

Communicators: Facebook. Twitter. Online reviews. Today's consumers aren't afraid to express themselves. They rely on crowdsourcing to make choices.

Engaged: Consumers are much more willing to interact with brands. From Facebook following to content engagement, if it's relevant, they will download, read, and get involved.

High Expectations: Today's consumers expect brands to get personal, to understand their needs and to solve their problems.

How to help your client get from brand awareness to brand loyalty?

Integrated marketing campaigns work because they don't just talk to their customer once. They work because over time they build relationships. It's the on-going dialogue that helps consumers go from interested to conversion to ultimately brand loyal.

The right media mix for today.
The tools you need for tomorrow.

Digital and mobile are a must.

There is no perfect media mix for an integrated campaign. It really depends on the client and target. But there are a few must haves. We all know websites are key. This is the first place potential customers go and where they get a major impression about your client's business. Be honest with your client, what is their website communication right now? Is it clear? Is the design shouting established and trusted or is a lack of design delivering a less than positive feeling? Is it responsive and mobile-friendly? This could affect your search. Did you know Google's search engine takes the mobile-friendliness of a website into account as a ranking factor in search results? Other things to consider:

HOW CONSUMERS FEEL ABOUT MOBILE:

38% are more likely to contact a local business that **has a mobile site.**

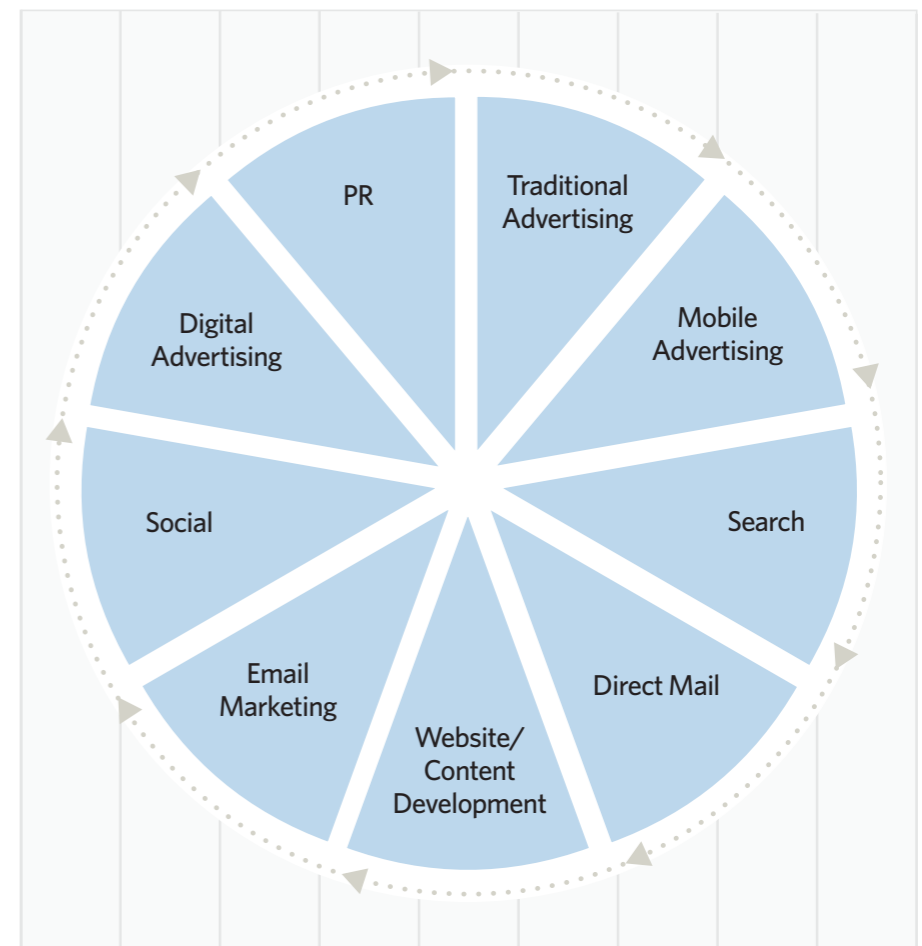
57% say they **won't recommend** a business with a **poorly-designed mobile site.**

61% will **leave a non-mobile site** for a competitor's whose is.

Source: Constant Contact

Integration Insights: Media Mix

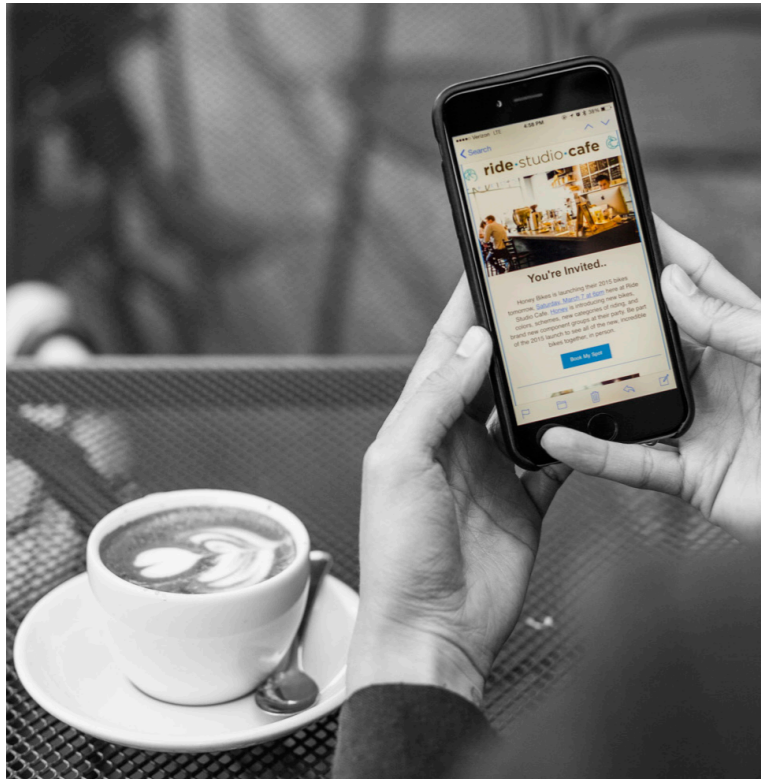
THE MEDIA MIX FOR TODAY



Source: Constant Contact

The value of an email.

As you already know, email is an important way to drive traffic to your client's website and boost conversions. While other mediums might seem more glamorous, email is a consistent way to reach your audience in a meaningful way. But today's consumers move fast. They are mobile minded. You need to make this work for your client or it will hurt their business.



51% of emails are opened on mobile devices.

80% of consumers say it's "extremely important" to be able to read emails on a smartphone.

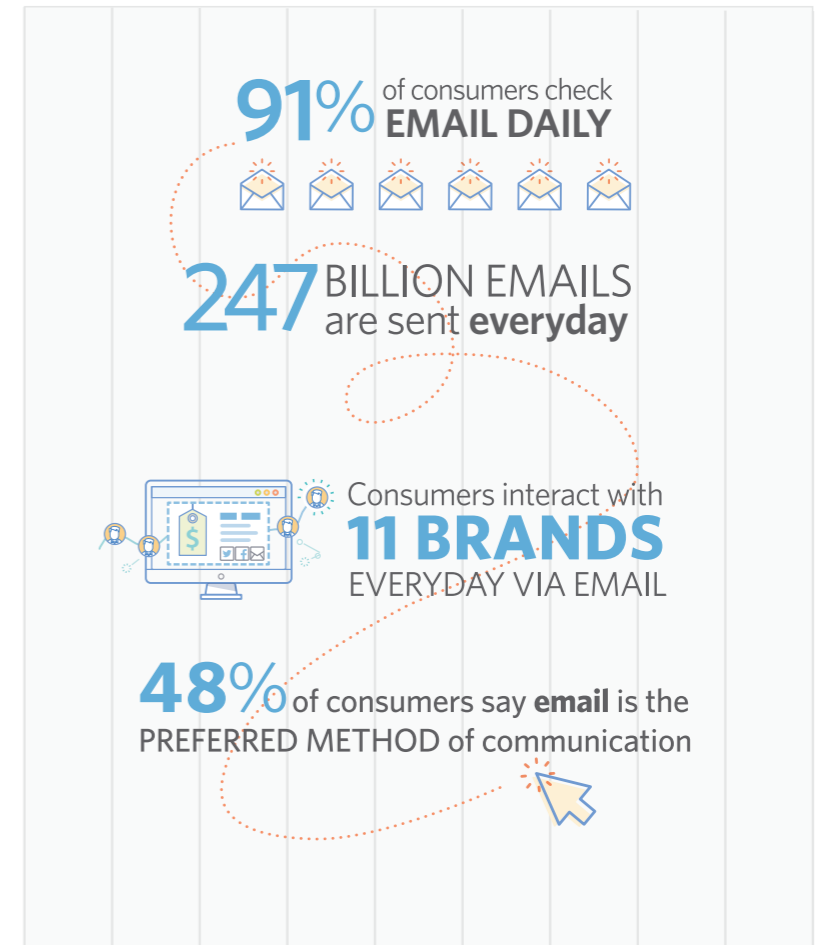
75% of consumers are highly likely to delete emails they can't read on smartphones.

Survey results from Constant Contact and research firm Chadwick Martin Bailey.

Integration Insights: Media Mix

EMAIL IS POWERFUL AND EFFICIENT.

Email marketing is one of the most cost-effective marketing methods available. It's no surprise it should be in your media mix. Think about this:

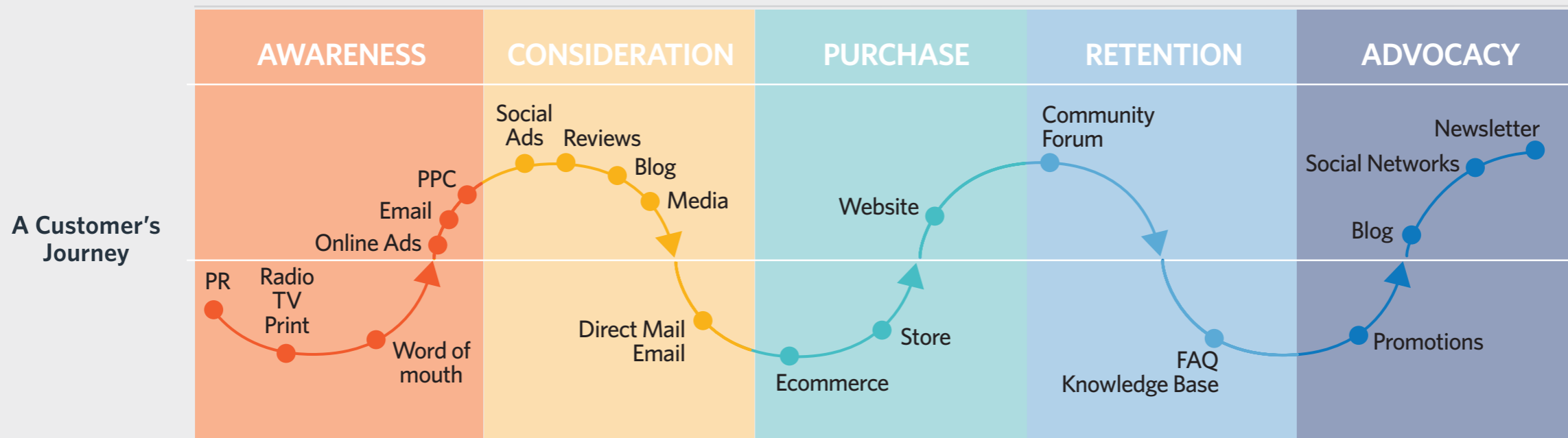


Source: Active Network

Multi-channel. One clear message and design.

Blogs. Emails. Ebooks. Videos. Websites. We've just read how your media will be a mixture of many different online and offline channels working together. The power of integration works by having all of these assets looking and sounding the same. This not only saves your client a lot of money and efficiency, but it also enables the various communications to reinforce each other and drive results.

Look at the graphic below. There's a lot of places where consumers can engage with your client's business.



Multi-channel. One clear message and design.

Integration Insights: Messaging and Design

Every opportunity is a key chance to build a relationship with your client's target audience. Here are some key things to think about when it comes to messaging:

1. Consistency. Consistency. Consistency.

The message will have a greater impact if all communications are reinforcing the same idea.

2. Speak like the customer, not to them.

It's important that you choose language that will appeal to the customer. Always bring to life the benefits and what your client's business/product can do for them.

3. Make it personal.

The more your messaging can connect on a personal level the better. This doesn't mean using someone's name. This means getting at a core benefit that will speak to the customer in an emotional way.

4. Have a conversation.

The benefit of an integrated marketing campaign is that you can engage with the audience many times across numerous channels and experiences. Look for ways to keep things relevant and meaningful.

5. Deliver value.

Today's consumers search for information. They are active participants in their decision making. Create content that delivers value and your audience will use it.

For example:

Building better creative. How messaging and design come together.

Here's a simple example of how integration helps all elements work off of each other. Let's pretend your client is a bakery focused on fresh ingredients:

- A natural key **message** would focus on the benefit of freshness.
- **Advertisements** would highlight how fresh ingredients are healthier.
- Their **Facebook** feed could highlight recipes that feature the baked goods and fresh ingredients for quick lunches.
- Their **blog** could showcase health experts who explain why fresh ingredients lead to healthier lifestyles.

Your visual identity would also reinforce your key message and strategy.

Notice how the design brings the campaign together while supporting the key benefit of healthy, fresh food:

- **Color palette:** Plays off fresh colors
- **Font:** Simple font supports the idea of fresh food, made simply
- **Design elements:** Clean design and bright images bring to life the health of the food and brand



Why small data means big business.

So you've created an engaging integrated campaign for your client. Now what?

First, make sure your client's business is ready for the traffic your campaign will drive. Whether it's increasing sales people on site, on the phone or behind the scenes. Then, get ready to measure. Conversions. Results. ROI. Data and analytics are an essential component of your campaign. This is how you'll know if that email is driving traffic or conversions. All parts of your client's campaign should be tracked. With innovative technology solutions, it's never been easier to reach customers and receive real-time feedback on what's working and what's not. What metrics should you be tracking?

- Opens
- Clicks
- Downloads
- Website visits
- Lead conversion rate
- Revenue per customer
- Customer acquisition cost

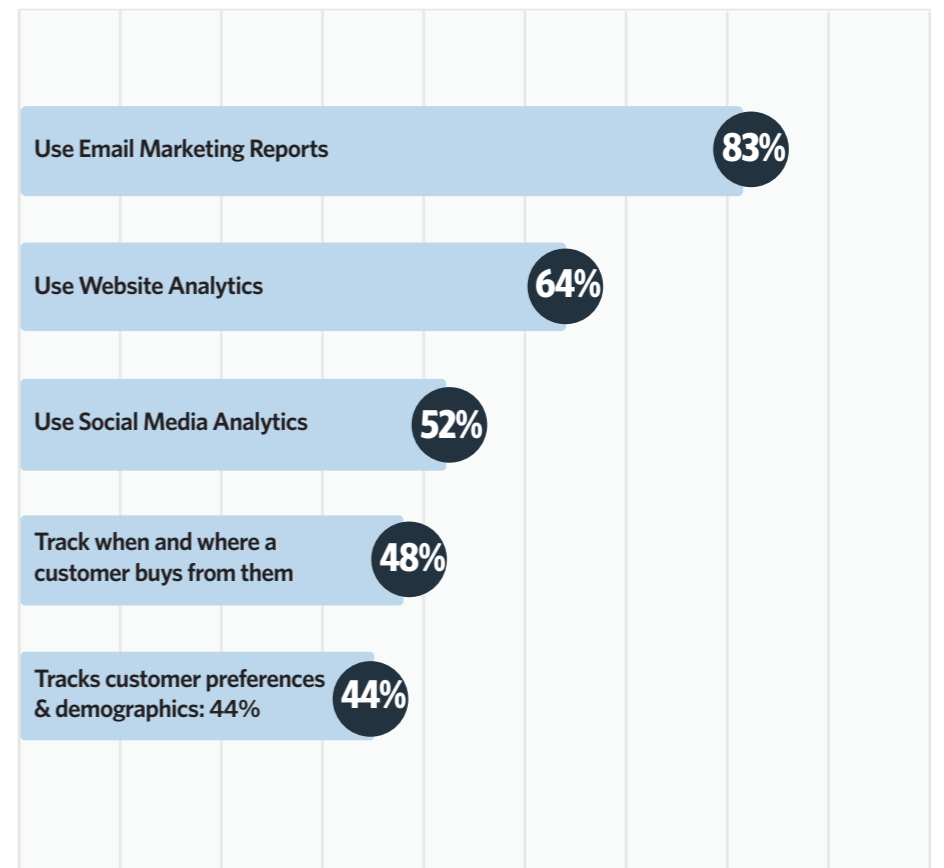
Hit send. Watch what happens.

Digital channels provide a wealth of data. Your client's website, email campaign and social media sites are all rich with actionable insight. There are many companies who make it simple to know who is opening, clicking and sharing. Using data and analytics, you can fine tune any part of your campaign. You can use the data in a variety of ways to:

- Find and retain customers
- Spot trends in your campaign
- Improve the customer experience
- Segment your marketing list
- Understand open rates on emails
- Figure out what parts of your website are driving traffic
- Know what links customers are clicking on

Integration Insights: Data and Analytics

THE TYPES OF DATA SMALL BUSINESSES USE SPAN THE ONLINE-OFFLINE SPECTRUM:



Source: Constant Contact

Marketing must-have tools.

Now that you've learned more about the power of integrated campaigns, we compiled a list of innovative tools to help you on your way. Let's face it, keeping your clients current and relevant isn't easy. In our industry, new tools are being developed every day. Here are a few that can help:



CONTENT

Developing content? Check out [BuzzSumo.com](https://www.buzzsumo.com). This site helps analyze content and gives you a report that shows how well that topic has performed previously and the influencers that shared it.



DESIGN

Need a quick photo? Sites like [Unsplash.com](https://unsplash.com) and [Pexels.com](https://www.pexels.com) provide free high-quality stock photos.

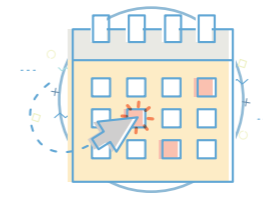
Want to create an infographic or social media campaigns for free? Check out [canva.com](https://www.canva.com)



SOCIAL MEDIA

Thanks to sites like [gaggleamp.com](https://www.gaggleamp.com), you can expand your client's reach with social media amplification.

Need help managing your social media? [Hootsuite](https://www.hootsuite.com) may be the key.



MANAGEMENT

Looking for ways to share files and keep disparate teams on the same page? [Dropbox](https://www.dropbox.com) is an easy choice.

Want to stay organized and try a new approach to project management? [Trello.com](https://www.trello.com) can help.



NEW BUSINESS

Word of mouth is a powerful tool. That's why [ReferralSnip.com](https://www.referralsnippet.com) helps you set up a referral program quickly and easily.

We hope this ebook gave you the insights you needed to deliver smarter integrated marketing campaigns for your small business clients. Whether you're trying to bring together offline, online, social media and beyond – just remember the more that your client's campaign works together, the more powerful the results.

Add more value to your client base. And more revenue to your bottom line.

At Constant Contact, we love helping businesses attract new customers and that applies to our partners, too. Our partner program was designed specifically with marketing consultants and agencies like you in mind. We can provide support from business development to marketing – wherever you need us.

Learn more about how we can help your business. Call us at **866-504-0304**

Partner with Constant Contact today. Apply to the
Solution Provider Program at [ConstantContact.com/solutionproviders](https://www.constantcontact.com/solutionproviders)

